

Special Interest Groups submission guidelines

Chairs: András Bauer (Corvinus University Budapest) , Luk Warlop (KU Leuven and BI Norwegian Business School), and Steve Muylle (Vlerick Business School).

Proposals for a SIG should cover an entire session of 90 minutes. Typically they consist of 4 papers, or 3 papers with a discussant. For other format proposals (eg., tutorials, panel discussions,) please contact the track chairs before submitting. All SIG proposals are submitted by the session chair, who is responsible for all aspects of the submission, and who is the corresponding author for the entire session. The proposal must be single-spaced, and use Times New Roman Font size 12 point, with 1.50 cm margins.

The session proposals will be sent out for review by the track chairs, but the review is not blind. Proposals that do not satisfy all submission criteria will not be reviewed. Each proposal should contain:

- Page 1: A title page listing:
 - The session title (centered, bold and times new roman 14-point font)
 - Session chair(s) and affiliation(s). The session chair(s) can be, but does not have to be, one of the authors.
 - Titles of each session paper, author(s), and affiliation(s), and the names of who will present the papers.
 - If there is a discussant, name and affiliation of the discussant.
 - A honor code declaration that (a) each presenter has agreed to serve if the proposal is accepted; (b) none of the papers have previously been presented at EMAC, or have already been published in any journal.
- Page 2: A 100 word (10 line) short abstract for the session, ‘selling’ the session to the conference attendants. The 100 word abstract will be reprinted in the conference program book, with the title of the session and the titles/authors of the individual contributions. Compliance to the line limit is required to facilitate standardization of the program book. The text should be left justified.
- Page 3: A 300 word (1 page) long abstract for the session.

The abstract should state the objectives of the SIG session, summarize the papers that are part of the session, explain how each paper fits in the joint theme, state the joint contribution of the SIG, and explain the input of the discussant (if applicable). The 300 word abstract will be adopted in the conference proceedings. The text should be left justified. At the start of each new paragraph or section the first line should be indented. The 300 word abstract should be a stand-alone text, readable independently of the 100 word abstract in the program book.
- For each of the papers that are part of the SIG, a 500-1000 word abstract. Each abstract starts with the title of the paper, and the names and affiliations of the authors. This text will not be published in the proceedings, unless specifically requested by the authors.
- (If applicable: a 100-300 word statement of the specific contribution of the discussant

- A joint alphabetical list of references, following the same guidelines as for paper submissions.

Evaluation of proposals will be based on the session's relevance to the current marketing debate, the quality of the proposal, and the level of interest the session is likely to raise at the conference. Proposals should be submitted online by selecting the Special Interest Groups track in the Tracks list. The due date for submissions is December 2, 2014.